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Broadcasters Letter

United States Department of Agriculture • Office of Communications • Washington, DC 20250-1300

Letter No. 2741

November 24, 1995

THANKSGIVING REFLECTS AGRICULTURAL RESEARCH SUCCESS -- The bountiful variety of foods that will fill dinner tables this Thanksgiving is evidence of the remarkable success of the agricultural research carried out by the U.S. Department of Agriculture in laboratories across the country, helping America's farmers and ranchers produce this feast. Much of the work carried out by USDA scientists, individually, and in partnership with state, university and industry researchers ensures the nation's healthy, affordable and accessible food supply--one of USDA's foremost missions. Americans are spending a smaller percentage of their incomes today on food than in the past: 21 percent in 1950 versus 11 percent in 1994. **Contact: Maria Bynum (202) 720-5192.**

FY 1996 MARKET PROMOTION ANNOUNCED -- Availability of fiscal 1996 funding for export promotion activities under the Market Promotion Program (MPP) was announced by USDA (November 20). The MPP encourages development, maintenance and expansion of commercial export markets for agricultural commodities. Activities financed through the MPP on a cost-share basis with the private sector, include consumer promotions, market research, technical assistance and trade servicing. Agriculture Secretary Dan Glickman said, "U.S. farm exports reached a record \$53 billion in fiscal 1995 and are projected to increase to \$54.5 billion this year." All regions of the country benefit from the MPP, in the form of 75,000 jobs nationwide and \$9 billion in direct and related economic activity supported by the MPP's success. **Contact: Donald Washington (202) 720-3101.**

APPLES SEIZE RECORD SHARE OF WORLD TRADE -- U.S. apple growers are capturing a growing share of the world market for fresh apples. Excluding internal trade within the European Union (EU), exporters worldwide shipped an estimated 2.8 million metric tons of fresh apples during the July 1994-June 1995 marketing year. U.S. exports accounted for a record-high 25 percent of this 1994/95 trade tonnage, up from 13 percent in 1988/89. U.S. success in global apple trade is also reflected in the sharp upward trend in sales to foreign markets -- a trend that continued during this year. Because of a smaller U.S. apple harvest and higher prices, export volume is forecast to be down in 1995/96. **Contact: Eric Van Chantfort (202) 720-9443.**

MILK SUPPORT PRICE UP FOR 1996 -- The U.S. Department of Agriculture's Commodity Credit Corporation (CCC) announced (November 16) the adjusted estimate of surplus dairy products to be removed from the commercial market during calendar year 1996 is below 3.5 billion pounds. As a result, the support price for milk will be increased by twenty-five cents per hundredweight to \$10.35 per cwt., effective January 1, 1996. The Agricultural Act of 1949, as amended, which authorizes the milk price support program, requires CCC to estimate and notify Congress, by November 20, of the amount of surplus dairy products to be removed from the commercial market for the coming calendar year. **Contact: Bruce Merkle (202) 720-8206.**

U.S. WHEAT EXPORTS TO MEXICO -- U.S. and Mexican officials reached agreement to permit the entry of two shipments of U.S. wheat into Mexico that had been temporarily halted, Deputy Secretary of Agriculture Richard Rominger announced (November 20). Forty-five rail cars of American-grown wheat had been prevented entry into Mexico after initial tests by Mexican inspectors had indicated the presence of small amounts of ergot, a wheat-related fungus. Following discussions between inspection officials from both countries, the wheat was re-tested and found to contain levels of ergot well below U.S. tolerances. **Contact: Laura Trivers (202) 720-4623.**

QUINCY LIBRARY GROUP PLEDGES \$4.7 MILLION -- A group of Northern Californians known as the Quincy Library Group pledged \$4.7 million to improve forest health and reduce fire risk on national forest lands. The \$4.7 million pledge is in addition to the \$15.3 million the forests are projected to receive for these forest-related activities in FY 1996. The \$4.7 million pledged will go to the Plumas and Lassen National Forests and the Sierraville Ranger District of the Tahoe National Forest at the northern end of California's Sierra Nevada mountain range. The money will be used by those national forests for watershed restoration, fire hazard reduction, monitoring and evaluation and land management planning. **Contact: Tom Amontree (202) 720-4623.**

NEARLY 700 L.A. STORES REMOVED FROM FOOD STAMP PROGRAM -- The U.S. Department of Agriculture has taken action to remove 681 stores in Los Angeles County from the Food Stamp Program because they no longer qualify to accept the federal food coupons. Agriculture Secretary Dan Glickman announced at a news conference (November 16) in Los Angeles that the stores are being withdrawn from the program to ensure that only legitimate food retailers accept food stamps. The withdrawals he announced were all for eligibility reasons. He left open the possibility that USDA might consider fraud charges against some retailers. Two weeks ago, Glickman announced the removal of more than 750 ineligible stores in seven cities across the country. **Contact: Murray Rapp (703) 305-2039.**

SPECIAL UPLAND COTTON QUOTA ANNOUNCEMENT -- High cotton prices have triggered, for the twelfth time, a special import quota that will permit the importation of a quantity of upland cotton equal to one week's domestic mill use, the U.S. Department of Agriculture announced (November 16). The special import quota that will permit the importation of 43,624,810 kilograms (96,176,321 pounds) of upland cotton is being established on November 22. The quota applies to upland cotton purchased not later than February 19, 1996, and entered into the U.S. not later than May 19, 1996. The special import quota identifies a quantity of imports that is not subject to the over-quota tariff rate of a tariff-rate quota. Future quotas, in addition to the quantity announced today, will be established if price conditions warrant. This action is in accordance with section 103B(a)(5)(F) of the Agricultural Act of 1949, as amended. **Contact: Janise Zygmont (202) 720-8841.**

FAX -- You can obtain our radio and TV programming information and the **Broadcasters Letter** through your facsimile machine by calling USDA's AgNewsFax. Use the telephone connected to your FAX machine to call **(202) 690-3944**. At voice prompts press 1, press 4, then to receive **Broadcasters Letter**, press 9200; radio newline information, press 9250; TV contents billboard, press 9260; TV scripts, press 9270. After all your selections, then press #, press 3, and press the start button on your FAX machine.

FROM OUR RADIO SERVICE

AGRICULTURE USA #2008 -- The nation's meat and poultry inspection system is set to be completely overhauled. In this edition, Gary Crawford takes an in-depth look at the scientific and very personal side of this food safety issue. (**Weekly cassette -- five minute documentary**).

CONSUMER TIME# 1487 -- How much mulch? A holiday shopping frenzy. Teaching nutrition to the poorest of the poor. Toward a safer meat supply. In search of a more egg-citing turkey. (**Weekly cassette -- consumer features**).

AGRITAPE #2000 -- Apples leading horticultural export surge. Poultry outlook. U.S. fruit outlook. Potatoes, producers and profits. Pilot fruit tree insurance program. (**Weekly cassette -- news features**).

UPCOMING ON USDA RADIO NEWSLINE -- Monday, December 11, world agriculture supply and demand (cotton). Tuesday, December 12, weekly weather and crop outlook, world agriculture supply and demand, and cotton and wool outlook. Wednesday, December 13, world agricultural production, world grain and cotton markets, world oilseed market, feed outlook, oil crops outlook, rice outlook, wheat outlook and dairy outlook. **These are USDA reports we know about in advance. Our newsline carries many stories every day which are not listed in this lineup.**

USDA RADIO NEWSLINES (202) 488-8358 or 8359.

COMREX ENCODED (202) 720-2545

Material changed at 5:00 p.m., ET, each working day and 10:30 a.m. on crop report days.

FROM OUR TELEVISION SERVICE

FEATURES: Lynn Wyvill reports on the Earth Team, a national volunteer program of USDA's Natural Resources Conservation Service, that protects natural resources. This story shows the program in action in the Thurston Conservation District in Washington where volunteers are working to restore salmon habitat. Eric Parsons reports on the USDA's Farm Service Agency nationwide elections of county committees. Farmers have until December 4 to cast their ballots.

ACTUALITIES: USDA Under Secretary for Research, Education and Economics Karl Stauber comments on importance of the partnership between USDA and the Land Grant community. USDA meteorologist Bob Stefanski gives the latest weather and crop outlook.

SATELLITE COORDINATES FOR TV NEWSFEEDS: Thursdays at 3:45-4:00 p.m. ET on Telstar 303, Transponder 5H(horizontal), Channel 10, Downlink Frequency 3900 MHZ, Audio, 6.2/6.8.

Comments and suggestions are welcome regarding USDA broadcast services. Call Larry A. Quinn, (202)720-6072, or write to: Room 1618-S, USDA, Washington, D.C. 20250-1300. Internet E-Mail: LQuinn@USDA.GOV

OFF MIKE

RED RIVER FARM NETWORK...is beginning operations in Grand Forks, ND on December 4. Mike Hergert will be farm director for the radio network which will serve 13 affiliate stations -- seven in North Dakota and six in Minnesota. Mike was formerly farm director at KKXL in Grand Forks, now one of the network's affiliates. The target listening area is the Red River Valley which runs along the North Dakota and Minnesota boundaries. Mike has been in broadcasting for 25 years, the past nine in Grand Forks. His phone number is 701-795-1315.

NEW FARM DIRECTOR...in Amarillo, TX is April O'Neil (KTNZ/KBUY). She began farm programming on those stations about three months ago. She attended her first meeting of the National Association of Farm Broadcasters earlier this month in Kansas City. April inquired about our weekly radio cassette service, newsline and newsletter. Her phone number is 806-372-6543.

NOW ON THE INTERNET...this letter is available after 3:00 p.m. ET Thursdays each week. You can find *Broadcasters Letter* on USDA's Home Page. This access will give TV stations an opportunity to see TV listings prior to a 3:45 p.m. ET Thursday satellite newsfeed and will permit radio stations to plan ahead for features included in the weekly radio cassette service. Use this address to find us (<http://www.USDA.GOV/news/news.htm>). The current issue is available for one week and will be replaced with the next issue. No past issues will be available. My Internet e-mail address is LQuinn@USDA.GOV. If you wish to access this letter through Internet instead of by mail send us a note.

DEADLINE IS NEARING...for your response indicating whether you wish to continue on our mailing list for this letter. Please let us know by **December 1**. If you do not respond, your name will be removed. Hundreds have responded, but we'd like to hear from the rest. Call, fax or e-mail us if you need a form.



LARRY A. QUINN, Director
Video, Teleconference and Radio Center

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